

Ahmad Fouani

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SUMMARY

Dynamic Senior Sales Advisor with strong leadership experience and advanced store-operations expertise across premium luxury brands. Skilled in supervising teams, managing daily operations, driving sales performance, and resolving customer issues in fast-paced retail environments. Proven ability in inventory control, visual merchandising, and applying company standards.

EDUCATION

- **Masters of Business Administration in Human Resource Management**, Lebanese International University, Beirut-Lebanon | 2021-2023
- **Bachelor of Business Administration in Business Management**, Lebanese International University, Beirut-Lebanon | 2016-2019

EXPERIENCE

Human Resources Officer (Intern) - Luxurious Italian Restaurant & Patisserie (Caffe Concerto – Lebanon / London Operations) | Jan. 2026

- Oversee employee attendance and HR operations across 22 branches, ensuring compliance with approved schedules and absence procedures.
- Maintain accurate and up-to-date employee records, including personal data, employment contracts, overseas branch documentation, and training records.
- Administer employee benefits and HR policies, including health insurance, leave management, and adherence to employment laws and internal procedures.
- Coordinate with payroll and support branch managers, ensuring accurate salary processing and addressing day-to-day HR operational needs.

Senior Sales Advisor – Premium Luxury Brands (Elisabetta Franchi, Marella, La Mia Bambina) | Aug. 2023 – Aug. 2025

- Supervised daily store operations including opening/closing, cash handling, and reporting accuracy.
- Led and motivated the team, assigned daily tasks, and maintained high service standards across premium brands.
- Handled customer inquiries and complaints efficiently, ensuring satisfaction and retention.
- Monitored inventory, coordinated stock requests, and supported audits to maintain product availability.
- Achieved sales targets through effective floor management, product knowledge, and team coaching.
- Collaborated with management on visual merchandising, store maintenance, and operational improvements.

Sales Executive

We Fashion Group - Tara Jarmon | Oct. 2022 – Aug. 2023

- Delivered a premium customer experience and supported daily store operations.
- Monitored KPIs, analyzed sales performance, and recommended improvement actions.
- Managed stock flow, replenishment, and product availability.
- Trained and guided new team members to uphold brand standards and meet targets.

Sales Associate

We Fashion Group - Celio | June 2022 – Oct. 2022

- Assisted customers with product selection and ensured a smooth shopping process.
- Supported daily store operations and maintained store organization.
- Helped with stock replenishment and basic inventory duties.
- Maintained visual standards and assisted the team on the sales floor.

Digital Marketer

Freelance | 2021-2022

- Led digital marketing initiatives, including SEO, SEM, and social media campaigns to enhance online presence.
- Developed strategies for customer engagement through email marketing, driving conversion rates and repeat business.
- Measured and optimized campaign performance, aligning with business objectives for growth.

Private Tutor

Freelance | 2016-2019

- Delivered personalized tutoring sessions to children from grade 1 through grade 6 in various subjects, adapting teaching methods to suit each student's learning style.
- Specialized in preparing students for official certificate exams (Grade 9 and Grade 12), offering subject-specific tutoring and exam strategy coaching.
- Assisted students in refining their study techniques, boosting exam performance, and increasing their success rates.

KEY SKILLS & COMPETENCIES

Retail Operations Skills:

- Store opening and closing procedures
- Cash handling and reporting
- Staff scheduling and task assignment
- Inventory management and stock control
- Customer service excellence
- KPI and sales target achievement
- Complaint handling and problem solving
- Team leadership and coaching

Technical Skills: Proficient in MS Office.

Languages: Fluent in English and Arabic, with basic French skills.

EXTRACURRICULAR ACTIVITIES

- Entrepreneurship Initiative: Led Eco Pedal Lebanon, an eco-friendly transport project.
- Volunteer Work: Assisted in event operations at BLOM Bank Beirut Marathon.
- Advanced English Courses: Completed training at Mira Training Center.

REFERENCES

Available upon request.